

PugetSoundPartnership

our sound, our community, our chance

Regional Outreach Manager

Exempt Recruitment Announcement

Position: Regional Outreach Manager, full time
Salary: \$6,500 - \$8000 per month, DOQ and benefits
Location: Olympia, Washington
Posting Date: June 9, 2009
Closing Date: open until filled

The Puget Sound Partnership is seeking a qualified candidate for the position of Regional Outreach Manager. This position reports to the Deputy Director of the Puget Sound Partnership and supervises communications, education and outreach staff.

AGENCY PROFILE

The Puget Sound Partnership was established as a state agency by the 2007 Legislature and the Governor to develop and implement an aggressive action agenda for restoring the health of Puget Sound by 2020. The Partnership is a new and dynamic organization charged with taking a collaborative and accountable approach to accomplishing its mission. It relies on the contributions of a variety of entities, including state, local, federal and tribal governments, community and environmental organizations, businesses, watershed and salmon recovery groups. To achieve its mission the Partnership must find new and different ways to engage the public in Puget Sound restoration efforts.. The Partnership's work will require creativity, innovation and a wide variety of tools and approaches to engage, involve, educate and inform individuals and groups throughout the region. More information on the Partnership is available at our Web site: www.psp.wa.gov

POSITION OVERVIEW AND GOALS

Reporting to the Deputy Director, This position will manage 1) organizational communications as a core agency function and 2) strategic regional outreach in fulfillment of the Action Agenda.

This position directs all of the communications, education and public involvement work of the Partnership, including communications plans and strategies, media relations, web-based communications, outreach efforts, stakeholder networks and publications. This position leads the Regional Outreach Team. The position is responsible for developing, implementing and evaluating appropriate and effective outreach and stewardship strategies, messages, and materials to advance broad-scale, citizen-based recovery efforts and support organizational communications.

Division of responsibilities:

- Strategic Agency Communications (20%)
- Outreach and Stewardship (20%)

- Regional Communications Infrastructure (20%)
- Management and Supervision (20%)
- Evaluation/ Performance Management (10%)
- Publications (10%)

PRINCIPAL RESPONSIBILITIES

The Regional Outreach Manager manages all key internal and external communications functions, and works with the Partnership's executive director, Leadership Council, and staff to determine appropriate goals, objectives and strategies. The outreach manager then leads implementation and evaluation of the determined strategies. The position plays a leadership role in advancing regional public engagement and action in support of the Puget Sound recovery. The position ensures the strategic development and implementation of effective strategies to targeted audiences and their dissemination through local networks. The incumbent must be comfortable with a range of communication and education tools, including the full variety of electronic communications tools. The person must exercise considerable sensitivity to controversial issues.

Major responsibilities include:

- Develop and manage an overall strategic plan for regional outreach, which incorporates appropriate social science principles.
- Oversee a comprehensive regional outreach, engagement and stewardship program for the Partnership; advance regional engagement on recovery issues and actions amongst the broad citizenry of Puget Sound.
- Build capacity and effectiveness of related programs, partners; advance common messages.
- Manage broad spectrum of agency communications, both internal and external.
- Work with the Leadership Council and Director to develop and disseminate Puget Sound Partnership brand.
- Initiate and oversee design, production and operation of communication and education tools, including PSP web site and applied technology to ensure high quality vehicles for communications and social applications.
- Manage communications/education/outreach staff.
- Work effectively with a range of PSP staff and partners.
- Leverage and advance effective, coordinated outreach with regional partners, stakeholders, networks, practitioners.
- Prepare talking points for Partnership staff and the Puget Sound Leadership Council members.
- Administer grants and contracts.
- Evaluate programs for effectiveness and outcomes.

KNOWLEDGE, SKILLS and ABILITIES

Successful candidates will have demonstrated knowledge, skills, and abilities in the following areas:

- Developing strategic and innovative approaches to communications and education.
- Consumer marketing and audience segmentation; applying social marketing to environmental causes; familiarity with the field of social science.
- Developing and managing effective, high quality tools and strategies including campaigns, publications, technology, communication networks.
- Working effectively with print, radio, and television news media; integrating media relations with agency initiatives and activities.

- Staff supervision and team leadership.
- Program/project administration, including financial management, coordination, delegation, contract management, and meeting commitments and deadlines.
- Program evaluation strategies and techniques
- Local and regional networking.
- Communicating orally and in writing at a high level; editing; framing/persuasive communications.
- Exercising diplomacy and sensitivity when working with individuals and organizations.
- Curiosity and ability to identify new strategies, track trends and apply emerging tools in communications and outreach.
- Leading and mentoring a staff of publications designers and writers to produce quality, persuasive electronic and print communications.
- Resource leveraging, including grant procurement and partnerships.
- Ability to think creatively and successfully implement communication strategies to achieve desired outcomes.

DESIRABLE EDUCATION AND EXPERIENCE

Bachelors degree in Communications, Education, Journalism, Public Relations, Marketing, Environmental Studies or related field.

A minimum of eight years of professional experience in communications, journalism, education, natural resource management, marketing and/or public relations. At least three years experience in a supervisory capacity.

Substantive knowledge of the issues in which the Puget Sound Partnership is involved.

Experience in social marketing and corporate identity management are desired.

APPLICATION PROCESS

Send information as soon as possible, this announcement will close as soon as a sufficient number of applications are received. Send a letter of interest describing relevant qualifications, a detailed résumé, two writing examples with description of your involvement, and names of three professional references with phone numbers. One writing sample may include an example of web page development.

Please send the information to:

Jennifer Eberle, Executive Assistant
Puget Sound Partnership
P.O. Box 40900
Olympia, WA 98504-0900

Electronic applications are encouraged (in PDF format). Applications will be screened and only those candidates who most closely meet the desirable education, skills, knowledge, and abilities will be interviewed. E-mail to jennifer.eberle@psp.wa.gov. If you need additional information please call (360) 725-5454 or 800-54-SOUND.

Application Deadline: This recruitment is open until filled. We reserve the right and may exercise the option to make a hiring decision at any time. Therefore, we encourage you to submit your application materials as soon as possible.

The Puget Sound Partnership is an Equal Opportunity Employer. Persons of disability needing assistance in the application process, or those needing this job announcement in an alternative format may call (800) 833-6388.